RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 21, 1997

RJR Account #611800
Mr. J. Beaver
STANDARD ROSENBAUM

[redacted] WINSTON B2GF CAP / PROMOTION #700927

Dear Joe:

WINSTON regular product has been ordered (see quantities listed below), as well as 86 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	WINSTON Brand Style	Case Size	#/ Cases
12300-11112	*Light*	12M	2
12300-11012	*Full Flavor*	12M	2
12300-11212	*Full Flavor Box*	12M	2

Product / Premium Arrival:	**September 15, 1997**
Ship Date to Retail:	**Week of: September 23, 1997**
SKU CUBE:	**2.5480**
SKU WT (w/o Product):	**8.2000 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$4,255.02**
Non-EFT $ Amount:	**$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/ypxn0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free ***Winston 'No Bull' Cap***.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$160.53 (5.73 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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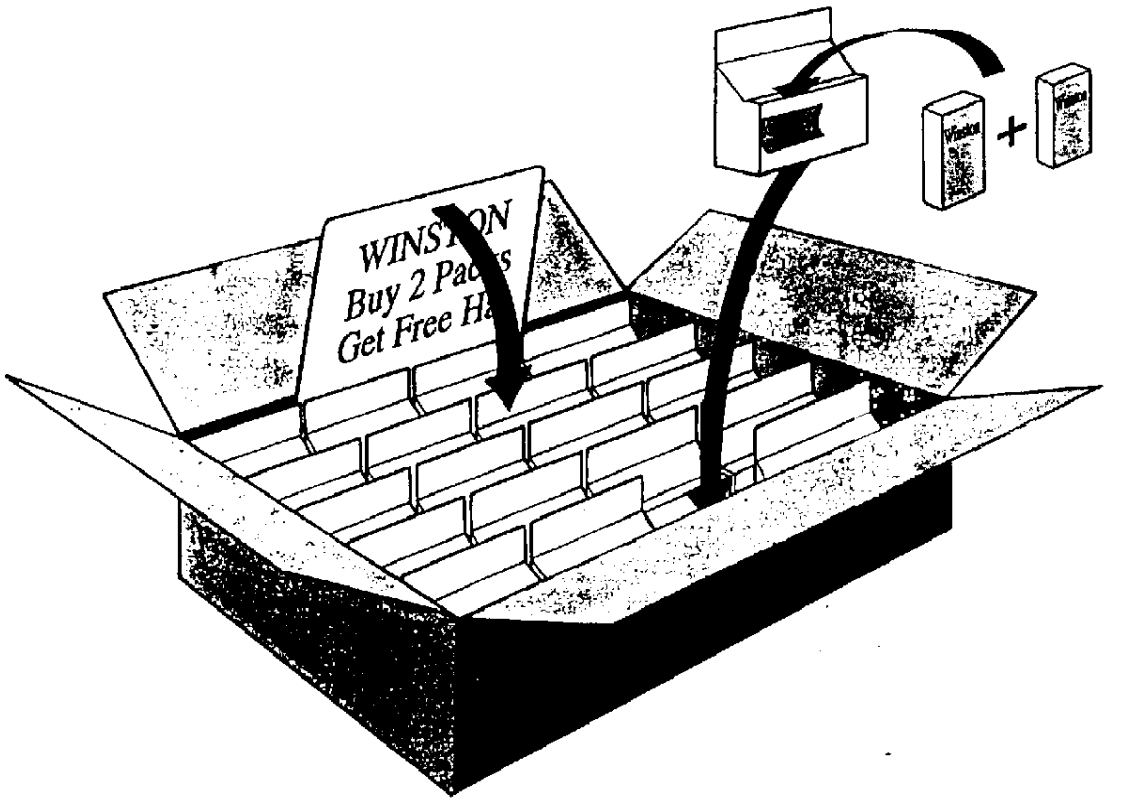
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301
Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	LIGHT King	Ff King	ff Box			
Number of Cartons						

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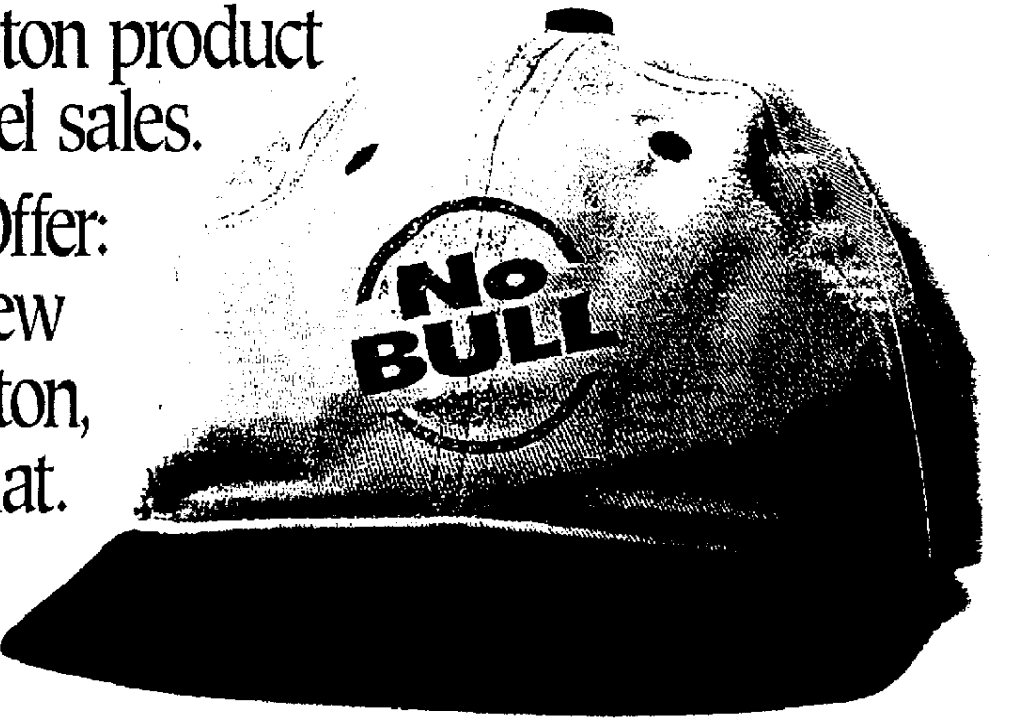
The right premium caps everything off.

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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No additives in the smokes. Lots of additives in your cash register.

HOLESALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>
EMPLATE : 700927 71000 WIN OCT HAT
EMPLATE SEQ : 0018
ALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
62202	162238	632811	CITGO #1425	100 N 2ND ST	FULTON	NY	13069	4		3459-0000	05967	(315)593-7844
62210	162227	178900	RICHIE STATIONARY	MARKET & CENTER S	ELLENVILLE	NY	12428	1				(914)647-4999
62210	162227	393686	XTRA MART #1421	ROUTE 209	WAWARSING	NY	12489	1		3459-0000		(914)647-3850
62302	162320	511585	XTRA MART #1458	BAY & SANFORD STR	GLENS FALLS	NY	12801	1		3459-0000		(518)798-8862
62302	162320	512855	XTRA MART #1435	360 GLEN ST	GLENS FALLS	NY	12801	1	NYS	3459-0000		(518)792-6641
62303	162322	422751	SUNOCO SCOTIA #1493	ROUTE 184	SCOTIA	NY	12302	1		3459-0000		(518)374-8830
62303	162324	484689	RK CONVENIENT	457 STATE ST	SCHENECTADY	NY	12305	1				
62303	162322	565559	GLENVILLE BEVERAGE	53 FREEMANS BRIDG	SCOTIA	NY	12302	2				(518)374-4615
62303	162322	649931	UNITED QUIK STOPS	1229 WESTERN AVE.	ALBANY	NY	12203	1				(518)482-5738
62303	162324	665430	CASH & CARRY BEVERA	2-4 KELTON AVE	SCHENECTADY	NY	12304	1				(518)346-4611
62303	162324	703580	UNITED QUIK STOP IN	52 FULLER RD	ALBANY	NY	12205	1				(518)459-7667
62303	162324	717366	BALLTOWN BEVERAGE	480 BALLTOWN RD	SCHENECTADY	NY	12304	5				(518)393-2546
62303	162322	727846	MPC OF ALBANY INC.	1823 WESTERN AVE	ALBANY	NY	12203	5				(518)456-4223
62304	162322	175999	COULSON'S NEWS	420 BROADWAY	ALBANY	NY	12204	1				(518)449-7577
62304	162321	239719	XTRA MART #1473	RT 9 EXIT 13	BALLSTON SPA	NY	12020	1		3459-0000		(518)584-9957
62304	162321	318275	NUTTINGS GENERAL ST	1359 5TH AVE	WATERVLIET	NY	12189	1				(518)273-9781
62304	162321	397201	A PLUS #60037F	1245 ONTARIO STRE	COHOES	NY	12047	1		0362-0102		(518)237-4079
62304	162321	459138	MID VALLEY OIL #145	616 BROADWAY	WATERVLIET	NY	12189	1		3459-0000		(518)271-9791
62304	162325	480355	XTRA MART #1508	491 5TH AVE	TROY	NY	12182	1		3459-0000		(518)233-7393
62304	162321	548849	T & C MINI MART	500 13TH ST	WATERVLIET	NY	12189	1				(518)272-3466
62304	162321	597833	MID VALLEY OIL #147	XTRA MART	MECHANICVILLE	NY	12118	1		3459-0000		(518)664-7503
62304	162321	642177	NISHA-9-INC.	DBA/BROOK FOODS	BALLSTON SPA	NY	12020	1				(518)885-4669
62304	162322	681800	LATHAM NEWS	679 TROY SCHENECT	LATHAM	NY	12110	2				(518)783-1143
62304		700415	WATERFORD BEV MART	35A SARATOGA AVE	WATERFORD	NY	12188	1				(518)238-0253
62304	162325	739411	BEVERAGE BARN INC.	402 5TH AVE	TROY	NY	12182	2				(518)235-6397
62304	162322	745223	CITY NEWS & DELI	705 BROADWAY	ALBANY	NY	12207	1				(518)434-4364
62305	162326	035936	M & B STOP & SHOP	ROUTE 85	WESTERLO	NY	12193	1				(518)872-0701
62305	162325	083760	SUPER MART INC	50 COLUMBIA	RENSSELAER	NY	12144	2		3148-0000		(518)465-3384
62305	162326	176933	DONNS COUNTRY MARKE	ROUTE 23A BOX 118	PALENVILLE	NY	12463	1				(518)678-9279
62305	162326	176960	SOUTH CAIRO CTRY ST	ROUTE 23 B	SOUTH CAIRO	NY	12482	1				(518)622-9958
62305	162326	346438	SUPER MART	1811 COLUMBIA TPK	EAST SCHODACK	NY	12063	5		3148-0000		(518)477-1048
62305	162324	441213	SUPER MART #6	1560 CENTRAL AVE	ALBANY	NY	12205	2		3148-0000		
62305	162326	482562	MUSA AUTO CARE	ROUTE 81 & 32	GREENVILLE	NY	12083	1				(518)966-4317
62305	162322	503321	SUPER MART II	463 ALBANY SHAKER	LOUDONVILLE	NY	12211	1		3148-0000		(518)489-8512
62305	162322	515008	OLIVER'S BEVERAGE	105 COLVIN AVE	ALBANY	NY	12206	1			15768	(518)459-2767
62305	162326	568618	SUPERMART	ROUTE 22	CANAAN	NY	12029	1		3148-0000		(518)781-4865
62305	162326	636238	BEVERAGE WAREHOUSE	RT. 9W	COXSACKIE	NY	12192	5				(518)731-1020
62305	162322	649997	MONTANA FOOD MKT	17 WATERVILET AVE	ALBANY	NY	12206	1				(518)446-0404
62305		698511	PALENVILLE MARKET	RT. 23A	PALENVILLE	NY	12463	1				(518)678-9287
62305	162322	718802	ABC GALLERIES	125 CENTRAL AVE	ALBANY	NY	12206	1				(518)424-6786
62305	162326	722987	NEW AB CONVENIENT	299 2ND AVE	ALBANY	NY	12209	2			31021	(518)433-0749
62305	162326	733501	DELAWARE NEWSROOMIN	454 DELAWARE AVE	ALBANY	NY	12209	1				(518)465-4232

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WHOLESALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>
TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL . 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162306	162328	130132	SHOPP-ON-THE-GREEN	HEALY BLVD	HUDSON	NY	12534	3			08375	(518)828-6866
162306	162325	686867	NITE OWL NEWS	400 FULTON ST	TROY	NY	12180	1				(518)272-8586
162306	162325	722162	FAST FOOD EXPRESS	132 MAIN AVE	WYNANTSKILL	NY	12198	2			25544	(518)286-2706
162306	162325	731743	NED ABBOTT'S NEWS	185 HOOSICK ST	TROY	NY	12180	1			17515	(518)272-9753
162306	162326	740282	GOTHAM CITY	568 COLUMBIA TPKE	EAST GREENBUSH	NY	12061	1				(518)479-3766
162306	162328	226570	XTRA MART #1430	ROUTE 9G	GERMANTOWN	NY	12526	1		3459-0000		(518)537-9936
162306	162326	265445	XTRA MART #1479	ROUTE 23	CRARYVILLE	NY	12521	1		3459-0000		(518)851-2419
162306	162328	439031	QUICK PICK CORNER	22 N BROADWAY	RED HOOK	NY	12571	2				(914)758-2493
162306	162325	475428	TURNPIKE BEVERAGE	112 COLUMBIA TURN	RENSSELAER	NY	12144	2			15420	(518)434-2337
162306	162325	513497	MPC ENT/GETTY	700 PAWLING AVENU	TROY	NY	12180	1			15438	(518)283-0454
162306	162326	607426	GRAMPY'S	203 CHURCH STREET	NASSAU	NY	12123	1				(518)766-9427
162306	162325	625126	MID VALLEY OIL #142	95 HILL ST	TROY	NY	12180	1		3459-0000		(518)273-4293
162307	162327	769517	KNOTH'S MOBIL	ROUTE 299	NEW PALTZ	NY	12561	1				(914)255-7444
162308	162328	769707	HYDE PARK DELI	1 W MARKET ST	HYDE PARK	NY	12538	1				(914)229-5633

PAGE BREAK TOTAL ACCOUNTS 56 TOTAL QUANTITY 86

TEMPLATE TOTAL ACCOUNTS 56 TOTAL QUANTITY 86

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